

OUT OF HOME

Jaguar Land Rover offers consumers most luxurious trip on Earth

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Range Rover SV Autobiography

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British automaker Jaguar Land Rover is offering consumers the trip of a lifetime to promote the latest Range Rover model.

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Over a three week period, consumers will drive the Range Rover SV Autobiography from Nice, France to Monaco, through the Dolomite and Atlas mountain ranges, the Atacama desert in Chile and many more destinations. More than promoting the new vehicle, the trip will provide consumers with a memorable experience that will endear them to the brand for a lifetime.

"We set out to design a trip worthy of the ultimate luxury SUV and thanks to our partners at Abercrombie & Kent we have achieved just that," said Mark Cameron, Land Rover experiential marketing director at [Jaguar Land Rover](#).

Off-road rover

"The most luxurious road trip on Earth," as the automaker calls it, is a trip for two beginning at 100,000, or \$143,350 at current exchange rates, per person that will take consumers to eight countries across five continents in three weeks. The trip is being offered in partnership with Abercrombie & Kent, a global luxury travel company.

The itinerary includes a number of off-road driving routes. Land Rover has been associated with off-roading since the beginning and it continues to be a primary selling point of its vehicles, helping to keep the travel experience tied to the brand.



Scene from a luxurious road trip

Additionally, off-roading will provide consumers with experiences they could not have otherwise, making the trip a chance to visit places otherwise inaccessible.

The SVAutobiography was crafted by Jaguar Land Rover Special Vehicle Operations and is touted as having "the most powerful engine ever offered in a Range Rover" along with exterior design enhancements.



Range Rover SVA at Amangiri Resort, Utah

The first leg of the trip involves bespoke activities, including personalized fragrance making classes in Provence, France; a private sunset cruise over Lake Como to Bellagio, Lombardy, Italy; and a glacier picnic by chartered helicopter in the Alps followed by snow shoeing and crevasse rappelling.

At the midpoint of the trip, consumers will hike and scramble in Antelope Canyon of California's Monument Valley, then take a helicopter to the north rim of the Grand Canyon. On day 19, in Australia, they will be treated to a VIP Sydney Bridge climb experience and get a behind-the-scenes look at the city's legendary opera house.

The trip concludes with a drive through Tasmania and boat trip to Wineglass Bay before finally returning to London.



Amangiri resort in Utah

As luxury takes a turn for the experiential and as young consumers grow up with various ridesharing or on-demand car services, automakers will need to find ways of selling their products as experiences. Focusing on the off-road

capabilities will show that the Range Rover is capable of exploring territory not accessible by other ways.

The trip, customizable according to guest preferences, can be booked through Abercrombie & Kent's boutiques in London, Abu Dhabi, United Arab Emirates and Monaco, or [online](#).

Experience automotive

When trying to give their a brand an experiential edge, automakers often opt for sponsorship.

Earlier this month, Jaguar Land Rover worked with British arts producer Artichoke and property management corporation Grosvenor Group a to illuminate London's Mayfair district.

In an effort to turn the district into a world-leading culture and arts destination, the region Lumiere London, a light festival that took place Jan. 14-17. The festival appealed to tourists and locals alike, providing an experience that could generate sustained interest and returning visitors to the region and aligning the automaker with experiences that automobile cannot offer ([see story](#)).

However, other automakers have found ways to mix their vehicles with travel to emphasize the possibilities they offer.

In September, British automaker Bentley Motors made a foray into the hospitality industry with the opening of its first mountain lodge in Kitzbhel, Austria.

The Alpine lodge offers patrons access to activities such as fishing and hunting, horseback riding, skiing, tennis and golf in addition to around-the-clock access to some of Bentley's latest vehicles. Automakers are increasingly attempting to align their brands with values and experiences to supplement their products, and Bentley's Kitzbhel lodge offers one of the clearest ideas yet of a car brand's lifestyle ([see story](#)).

"From Europe to Australia, this trip is all about the epitome of luxury but done so in a Land Rover way the unexpected, the off-the-beaten-track and the once-in-a-lifetime experiences," Mr. Cameron said. "This itinerary represents the definitive drive adventure, achieved in the definitive vehicle."

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